**Kristin Kelly**

**Non-Union**

**Email:** [**kkells118@gmail.com**](mailto:kkells118@gmail.com)

**Cell: (571)402-9362**

Height: 5' 0"

Hair Color: Red

Eye Color: Green

**Summary**

Highly motivated individual, with experience in many different promotional and brand ambassador positions. I have experience in trade-shows, family friendly events, as well as representing alcoholic brands. I am a people magnet; I have a great ability to attract and converse with many types of people. Very responsible, reliable, quick learner, and extremely out going!

**Education:**

**Georgetown University**  **Washington, DC**

* Bachelor of Science Degree in Business Management – 2004
* Master’s Degree in Finance and Economics – 2006

**Experience**

**Promo Modeling:**

**Gaylord Hotel and Resort:** Scylla Representation for IT Company

**Washington Convention Center:** 2019 Comic Con

**Total Wine & More:** Hom Wine Branding and sampling

**Night Club & Event Modeling Inc.:** Promotional Model for 12 different night clubs in DC area

**Life Fuels**

**Brand Ambassador Herndon, VA**

**March – April 2019**

* Activated and engaged customers.
* Analyzed business needs.
* Collaborated with sales manager on account planning and activation.
* Communicated new developments with cross functional team.
* Conducted staff trainings to ensure that the brand is properly represented.
* Created and fostered relationships with key stakeholders.
* Created unique marketing plans based on business needs.
* Dove sales with trade focused educational programs that were both brand and category specific.
* Engaged store personnel and educated them on the features and benefits of the product to increase brand awareness.
* Helped identify opportunities within designated account universe.
* Identified & secured venues for product display (Trade shows, festivals & retail).
* Interacted with clients to promote brand.
* Maintained confidentiality and remained open to ideas.
* Performed competitive research to enhance business plans.
* Promoted market growth and profitability by generating interest.
* Recruited, Trained, Motivated & Led staff of junior brand ambassadors.
* Reported market activities and trends daily.

**New Look Cosmetics**

**Brand Ambassador Washington, DC**

**February 2019**

* Collaborated with customer service team members to give exceptional service throughout the entire shopping and purchasing experience.
* Communicated information to customers about product quality, value and style.
* Built customer confidence by actively listening to their concerns and giving appropriate feedback.
* Educated customers on product and service offerings.
* Helped customers select products that best fit their personal needs.

**Morpheus Liquor**

**Senior Brand and Travel Ambassador Washington, DC**

**December 2018 – January 2019**

* Manage set up and tear down of display and stored display safely.
* Contact retail locations weekly to ensure product inventory is at a level where execution can be completed before scheduled activity.
* Successfully built and maintained strong business relationships with staff and management at retail locations.
* Interviewed potential candidates.
* Trained and coached Brand Ambassadors and audit Brand Ambassadors by traveling to several different retail locations throughout the 8-week program in New Jersey and New York to ensure key messages are being delivered and brand ambassadors are remaining compliant with client.
* Prepared and completed paperwork daily, including documenting coupons distributed, and tracking challenges and insights.
* Prepare next day paperwork and coupons to be distributed.
* Conducted inventory counts at the end of each shift, and weekly for stored inventory.
* Traveled to Miami, FL for Music Fest, and Orlando, FL for EDC Orlando to work events.

**LAVA Creations, Inc**

**Promotional Model Arlington, VA**

**December 2018**

* Walked through trade shows to pass out flyers and business cards highlighting new companies and their products.
* Took part in Photoshoots to create promotional materials that showed other people using the new product.
* Promoted and drew attention to products that included t-shirts, tablets, pens, and other promotional items.
* Worked with Photographers to choose the best shots for clients.
* Explained product benefits and completed product demonstrations.

**Hilton Hotel & Resorts**

**Hospitality Ambassador**  Washington, DC

* Responsible for and created Brand strategy development.
* Performed rigorous primary research, competitive positioning and brand pillar development
* Created visual expression and identity and strategic communication strategy.
* Maintained current knowledge of hotel products, services, pricing, and special promotional offers, as well as daily VIP and special events.
* Engaged with customers at tradeshows and presented our product and conducted various surveys. TV & Video: Heidi

**TV and Video:**

Production of Heidi Role: Heidi Network: TNT 1996

**Commercial:**

Bounty Soft: Main girl to snuggle the towel, speaking role Bounty 1997

Magic Bottle Baby: Main girl to play with baby doll and speaking roll Mattell 1996

Sprite: Main girl to receive Sprite from Macaulay Culkin Coca Cola 1993

**Print:**

Potraits: Model for Photographer in Advertisement Print Ads 2018

Modeling: Chi Hair Show Hair Model 2018

Paul Mitchell:  Hair Show Hair Model 2016

**Events & Representation:**

Local Artists of Washington DC: Presenter of Print Photographry 2017

**Training:** Acting Thespians Acting New York 2010

* Professional References upon request.